

**TITLE OF TASK ORDER: Planning, Developing, Implementing, and Evaluating an
NHLBI Peripheral Arterial Disease (PAD) Public Awareness
Campaign for Use by Professional and Public Interest Groups**

I. Statement of Work

NOTE TO OFFERORS: This RFTOP procurement will result in the award of a performance-based task order. As such, offerors shall propose measurable performance standards to enable assessment of contractor work performance. A Quality Assurance Surveillance Plan (QASP) will be negotiated in which specific key performance standards and incentives will be identified.

A. Background Information

1. Project Description

The contractor shall provide services to the National Heart, Lung, and Blood Institute's (NHLBI) Office of Prevention, Education, and Control (OPEC) required for the planning, development, implementation, and evaluation of an NHLBI public awareness campaign on Peripheral Arterial Disease (PAD). This campaign will be developed by NHLBI with input from the National PAD Coalition and will serve as a branded umbrella campaign for the Coalition to implement and under which its members and other professional and public interest groups can develop and implement their own PAD awareness activities.

This campaign will meet a public health need and will include, but not be limited to, creative and culturally sensitive marketing and communications products and activities.

As part of the campaign planning process, the NHLBI will work with the PAD Coalition and other groups that have previously been active in developing cardiovascular and vascular health awareness/education efforts in order to avoid duplicating efforts, and to involve them in the campaign.

2. Need for the Procurement/Background

The NHLBI is congressionally mandated to plan, conduct, foster, and support an integrated and coordinated program of basic research, clinical and epidemiological studies, and demonstration and education projects into the causes, prevention, diagnosis, and treatment of diseases of the heart, lungs, and blood vessels, and sleep disorders.

Within the NHLBI, the OPEC holds the lead responsibility for initiating educational activities and for translating research findings into programs and products for use by a diverse audience of health care providers, public health practitioners, patients, and the general public.

PAD is a disease of the arteries supplying a limb (typically one or both legs) in which they become obstructed. The most common cause is atherosclerosis, which results in plaque build up on the artery walls, and leads to narrowing or occlusion of the arteries. PAD is a prevalent complication of atherosclerosis and is associated with the traditional CVD risk factors. Nearly all of those with PAD have at least one CVD risk factor, with most having more than one. Moreover, about sixty percent of those with PAD have coexisting coronary artery disease or cerebrovascular disease. While some persons with PAD are asymptomatic, others exhibit intermittent claudication; slow walking speed or gait impairment; or rest pain in the foot or toes.

The prevalence of PAD rises sharply with advancing age, and disproportionately affects non-Hispanic blacks who are approximately 3 times more likely to have PAD compared with non-Hispanic whites (*Circulation*.2004;110:738-743). PAD is about twice as prevalent among those with diagnosed diabetes compared with the overall population (*Diabetes Care*.2004;27(7):1591-1597). Among those with diabetes, African Americans and Hispanics have a higher prevalence of PAD than non-Hispanic whites. *Diabetes Care*.2003;26(12):3333-3341).

A study of 1999-2000 National Health and Nutrition Examination Survey (NHANES) data found that PAD affects more than 5 million adults in the U.S. (*Circulation*.2004;110:738-743). Others have estimated that PAD affects between 8 and 12 million Americans (*JAMA*.2001;286:1317-1324; *NEJM*.1992;326:381-386). The prevalence of PAD is expected to rise in the next two decades.

In January, 2003, the NHLBI held a Workshop on PAD: Developing a Public Awareness Campaign as part of a 2-day PAD Public Education Strategy Development Meeting hosted by the Vascular Disease Foundation (VDF) (www.vdf.org). The meeting summary is available at http://www.nhlbi.nih.gov/health/prof/heart/other/pad_sum.htm.

The consensus reached at this workshop was that a public awareness campaign on PAD be the first step in a variety of educational activities to address low awareness among those at risk for PAD, patients, and health care providers.

Subsequently the VDF took the lead in creating a National PAD Coalition. The inaugural meeting of the Coalition was held on June 17, 2004, in cooperation with the NHLBI. At this meeting, Coalition members again identified raising awareness about PAD as its top priority. There was full support among the Coalition members for NHLBI's collaborative role in developing an initial awareness campaign on PAD for implementation by the Coalition and its member organizations. VDF's news release on the inaugural meeting is available at http://www.vdf.org/Main_Frame.htm.

Currently, there do not appear to be any comprehensive, large-scale efforts to educate the American public about PAD, its risk factors, diagnosis, and treatment. A variety of activities over the years have addressed aspects of PAD on a limited scale among patient and professional audiences.

American College of Cardiology (ACC)/American Heart Association practice guidelines on PAD currently are under development and are expected to be available on ACC's Web site in the spring 2005.

B. Objectives

The purpose of this procurement is to obtain services to plan, develop, implement, and evaluate a package of campaign materials, messages, and activities that the NHLBI will launch in conjunction with the PAD Coalition and that the Coalition and other professional and public interest groups will use to increase awareness of PAD and its symptoms and improve its diagnosis, treatment, and prevention. The primary objective is to develop a unified package of materials and activity ideas that will help these groups increase awareness of the signs and symptoms of PAD, encourage those at risk to seek a diagnosis and appropriate treatment, and help educate the general public about risk factors. A secondary objective is to provide

resources and training for the Coalition and its members to guide them in implementing the campaign elements over the long term.

The campaign package should be implementable as both a national and local level effort. It should be designed to employ state-of-the-art communication techniques and a variety of marketing and communication channels and program strategies.

II. Services to be Performed

[For solicitation purposes, the offeror should assume materials and services for one national public awareness campaign. The campaign will require completion of Tasks 1-5.]

TASK 1: PROJECT MANAGEMENT AND ADMINISTRATION

The contractor shall provide a project manager for the period of performance of this task order who shall serve as the principal point of contact with the Government and who shall be responsible for preparing reports and plans, supervising project staff, issuing assignments, monitoring task order progress, and maintaining budget control.

The contractor shall provide a highly qualified staff with appropriate job knowledge and skills to perform the technical requirements of this performance-based task order. The project staff of the contractor (and subcontractors, if any) shall be available to meet with program staff at the NIH in Bethesda with as little as 2 hours advance notice. **[For solicitation purposes, offerors must describe in their proposals how this requirement will be met.]** Whenever possible, meetings will be scheduled in advance.

The contractor shall be required to develop, implement, and maintain a project management and administrative plan that can both forecast and report information regarding staff time and resources allocated and used for each phase of the project. Associated costs, both direct and indirect, shall be reported monthly. This information shall be made readily available when requested by the NHLBI Project Officer. In the plan, the contractor shall describe the controls that will be used to satisfy this requirement. The contractor shall hold regular meetings and/or conference calls with the NHLBI Project Officer at the NHLBI. **[For solicitation purposes, the offeror should assume one meeting/week in year 1 of the task order and one meeting/month in each of years 2 and 3 of the task order.]**

TASK 2: STRATEGIC PLANNING AND FORMATIVE RESEARCH

The contractor, in conjunction with the designated OPEC project team, shall develop a creative and innovative 3-year strategic project plan to support the NHLBI's public education goal to develop a national public awareness campaign on PAD for implementation ultimately by the National PAD Coalition and other professional and public interest groups. The plan shall address strategies for increasing awareness and educating defined groups of patients and the public for the selected goal. The plan shall include objectives and strategies for both NHLBI and Coalition member activities. The plan shall have a sound theoretical foundation and be based on health-behavior and health-communication models that have been shown to be effective in reaching groups similar to the priority target audience(s).

The plan shall provide an overview of the environment for the communication project, the

specific objectives of the project, and the activities that will achieve those objectives.

Task 2.1 Formative Research

In developing the plan, the contractor shall take into consideration the results of the Workshop on PAD: Developing a Public Awareness Campaign conducted by the NHLBI in January 2003 and the formative research methods described in the following subtasks.

Subtask 2.1.a. Target Audience Analysis

The contractor shall identify one or more primary target audiences (and one or more secondary audiences, if appropriate) and the rationale for selecting each audience. The contractor must give consideration to high-risk audiences.

The contractor shall use state-of-the-art formative research techniques to conduct audience analysis, including audience segmentation. This analysis shall include, but not be limited to, existing information on prevalence of the problem; assessments of awareness, knowledge, attitudes, and behavior; psychographic and lifestyle information; demographic information; media habits; orientation towards health; psychological characteristics; and other relevant information about the audience(s).

Subtask 2.1.b. Existing Program Analysis

The contractor shall conduct an analysis of competing and complementary messages and programs and shall show the position of the proposed NHLBI/Coalition message within the context of similar messages and programs.

Task 2.2 Strategic Project Plan

The contractor shall develop a strategic project plan and timeline for the national campaign that includes, but is not limited to, the following components:

1. An assessment, product development, and testing phase. Campaign products shall be developed and tested during the first year of the task order. This portion of the plan should include:
 - Consideration of the target audience(s) analysis (Subtask 2.1.a);
 - Consideration of the analysis of competing and complementary programs and messages (Subtask 2.1.b);
 - Strategies for addressing Task 3 that include describing how input from the PAD Coalition would be obtained and used in developmental and testing activities; **[For solicitation purposes, assume that the PAD Coalition will hold its annual meeting in the fall 2005 and annually thereafter.];** and
 - Recommendations for a mix of communication products, marketing and branding strategies, dissemination channels, and outreach activities to achieve the objectives of the project.
2. Strategies for providing training and technical assistance to the Coalition and its members regarding use and implementation of the campaign products. Two elements of the strategy shall focus on:

- Briefing Coalition members at their annual meetings, during each year of the task order, about the campaign and timelines, and together with Coalition members, identifying the Coalition's role throughout the campaign; and
 - Developing a formal training session for Coalition members on using campaign materials, implementing activities, etc., to be delivered at month 13 or 14 of the task order, once all campaign products have been completed and are available for use.
3. Recommendations for a campaign launch, kick-off activities, and ongoing activities to jump start the campaign as described in Task 4, including, but not limited to:
 - A national NHLBI/Coalition launch during month 15 of the task order to begin the campaign momentum;
 - Ongoing national activities for the remaining 21 months of the task order that will serve to keep the campaign primed; and
 - Recommendations for regional/local level outreach activities that could be undertaken by the Coalition and its members during the 21 months and beyond.
 4. Strategies for evaluation activities, as described in Task 5.
 5. Strategies for transitioning the campaign activities and products to the Coalition and its members as NHLBI's role diminishes and the Coalition assumes the campaign by the end of the task order period of performance.

TASK 3: CONCEPT DEVELOPMENT, MESSAGE TESTING, IDENTIFYING COMMUNICATION CHANNELS, AND MATERIALS DEVELOPMENT

The contractor, in conjunction with the designated OPEC project team, shall be responsible for the following tasks:

Task 3.1 Develop and Test Message Concepts

The contractor shall develop message concepts that are appropriate for and appealing to the target audience(s). The message concepts shall address the unique needs of each audience segment such as ethnicity/culture, language, reading ability, etc.

The contractor shall test message concepts in the developmental stages to ensure that they are clear, credible, effective, and easily understood and recalled by the intended audience. The contractor shall produce the messages in forms suitable for testing and shall submit a written summary of test results. The research methods used to test the materials will be selected by the NHLBI Project team in consultation with the contractor, and may include focus groups, professional reviews, mall intercepts, and one-on-one testing, as well as other techniques. **[For solicitation purposes, assume eight focus groups.]**

Task 3.2 Identify Communication Channels and Recommend Outreach Activities

The contractor shall identify and recommend a mix of national and community-level communication channels for reaching the target audience(s). The contractor shall also recommend special events and outreach activities for reaching audiences at the national and regional/local levels.

Task 3.3 Materials Development

The contractor shall be responsible for the design and production of a variety of communication and press and community outreach materials. The materials will include, but not be limited to, mass media products, print material, press relations materials, and interactive Internet-based products. The actual mix of materials produced for this project will be an outgrowth of the marketing and communications planning process. The contractor shall develop program materials that are understandable, relevant, attention-getting and memorable, attractive, credible, and acceptable to the target audience(s). The contractor also shall develop and implement a plan of quality control procedures to be used throughout the cycle of material/product development.

The contractor shall develop culturally sensitive materials; creative and attractive graphic design; print material design and layout; public service announcement (PSA) production and video production; Web site design; photographs; PowerPoint presentations; and other products. **[For solicitation purposes, assume 1 TV PSA, 4 radio PSAs, 4 print PSAs, 1 Web site, one 6-page brochure, 2 posters, 1 PowerPoint presentation, one 10-minute video, 1 community action kit, 1 press kit, and 1 marketing flyer.]**

Task 3.4 Test Communications and Outreach Materials

The contractor shall test communications/outreach materials in the developmental stages to ensure that the messages are clear, credible, effective, and easily understood and recalled by the intended audience. The contractor shall produce the materials in forms suitable for testing and shall submit a written summary of test results. The contractor shall also be responsible for incorporating the findings into the final version of the materials. The research methods used to test the materials will be selected by the NHLBI Project team in consultation with the contractor, and may include focus groups, professional review, mall intercepts, one-on-one testing, as well as other techniques. **[For solicitation purposes, assume testing of 1 TV and 2 radio PSAs.]**

TASK 4: PROGRAM IMPLEMENTATION

In consultation with the NHLBI Project Team, the contractor shall be responsible for the following tasks:

Task 4.1 Plan, Coordinate, and Implement Program Launch

The contractor shall work with the NHLBI Project team to plan and conduct launch activities for the campaign. This may include:

- Planning and preparing materials for a national press conference that will include representatives of NHLBI and the Coalition and possibly other professional and public interest groups.
- Planning additional activities to jump start the campaign and gain momentum,
- Planning and developing materials and instructions on campaign implementation to deliver to Coalition members, possibly in conjunction with their annual meeting.

Task 4.2 Materials Distribution

The contractor shall work with the NHLBI Project team to develop and implement a marketing plan for campaign material dissemination to the media. As part of the plan, the contractor shall package and deliver mass media products, including but not limited to, television and radio PSAs, print PSAs, and posters. The contractor shall secure program recognition and exposure through channels such as coverage in newspapers, magazines, professional journals, conference exhibits and presentations, and national television news stories.

The contractor shall also be responsible for designing and maintaining interactive Web pages that support and promote the campaign, and for Internet-based marketing of campaign materials and messages to professional and public interest groups. The contractor shall ensure that the electronic and information technology (EIT) developed adheres to Section 508 of the Rehabilitation Act. For further information on the Act, see <http://508.nih.gov>.

Task 4.3 Coordinate Involvement of Program Partners

The contractor shall work with the NHLBI Project team to support the Coalition and its members, as well as any other Federal, State, and local Government agencies, voluntary health organizations, health professional organizations, patient organizations, hospitals and other health care facilities, and media organizations that may be interested in implementing the campaign.

TASK 5: EVALUATION

The contractor shall design and carry out a series of evaluation activities each year of the task order that will capture the results of the national campaign efforts and regional/local community outreach activities and provide direction for new activities.

Task 5.1 Evaluate National Campaign

The contractor shall develop and conduct a coherent and practical system of evaluating the implementation process and national campaign efforts. The system of evaluation shall use a variety of indicators that are appropriate to the communications strategies being evaluated.

For the television PSA, the contractor shall be responsible for obtaining, analyzing, and reporting data on how often the TV PSA is aired and other measures of effectiveness.

The contractor shall also monitor news media (including online media) coverage of the campaign, and Web site visitors.

Task 5.2 Evaluate Achievement of Key Performance Requirements (QASP)

In consultation with the Project Officer, the contractor shall evaluate its achievement of the key performance indicators defined in the QASP. This evaluation shall be included as an appendix in each monthly technical report. The contractor shall also evaluate its overall achievement of the key performance indicators over the term of the task order annually and as part of the final evaluation report.

PAD Awareness Campaign—Target Audience Analysis

In responding to the Statement of Work, the offerors should exemplify their approach to the project by preparing a brief analysis of a selected audience that may be targeted in the campaign and suggest possible approaches to reaching that audience. The analysis should be brief, but should give the Government a clear understanding of how the offeror would organize and carry out the task of identifying and segmenting an audience appropriate for a campaign on PAD. It should state the rationale for choosing an audience, define its characteristics, and describe the approach to audience segmentation. Further, the offeror should identify creative approaches for the NHLBI, the Coalition and its members, and other professional and public interest groups to use to market the campaign materials and strategies to this audience at both the national and local levels.

This analysis should be written in addition to the offeror's response to carrying out the tasks under the Statement of Work. It must adhere to a 10-page limit including charts, graphs, and other visuals. Offerors should submit the analysis in a separate section, following their technical proposal (response to tasks under the Statement of Work).

REPORTING REQUIREMENTS

A. Technical Progress Reports

1. **Monthly Reports:** Monthly reports shall be due 10 calendar days after the end of each month and submitted electronically to the Project Officer and Contracting Officer. Reports shall be in narrative form, and include all activity conducted during the previous month. Monthly reports shall include, but not be limited to, the following components:
 - A quantitative and qualitative description of overall progress including the hours and dollars expended for each task activity during that month.
 - Identification of any performance gaps, and proposed corrective actions.
 - A discussion of the work to be performed during the next monthly reporting period.
 - An appendix that identifies the contractor's performance-based measures under the QASP with evaluation of achievement of each measure during the reporting period.
2. **Annual Reports:** A draft of each year's Annual Report shall be due 15 days prior to the end of the year being reported and submitted electronically to the Project Officer. Year 01 and 02's Annual report shall be due 15 days after the end of the 12th month and submitted electronically to the Project Officer and Contracting Officer. The Annual Report shall include an appendix that identifies the contractor's performance measures under the QASP with documentation of achievement.
3. **Strategic Project Plan:** A copy of the Strategic Project Plan for the campaign (as described under Task 2.2) shall be submitted electronically to the Project Officer for approval 2 months after task order award. The costs for each proposed activity in the Strategic Project Plan shall be able to be quickly retrieved for program management meetings between the NHLBI Project Officer and the contractor project manager.
4. **Annual Update to the Strategic Project Plan:** The contractor shall submit an electronic copy of the Annual Update to the Strategic Project Plan for NHLBI Project Officer approval 30 days prior to the end of each task order year. The plan shall detail the objectives to be met and program strategies to be implemented during the period of performance. The plan shall also provide a time line for accomplishment of tasks. The costs for each initiative in the Annual Update to the Strategic Plan shall be able to be quickly retrieved for program

management meetings between the NHLBI Project Officer and the contractor project manager.

5. Final Report/Evaluation Report: The Final Evaluation Report shall be submitted electronically to the Project Officer and Contracting Officer 30 days before the conclusion of the task order. Two copies of all nonelectronic materials that accompany the report shall be submitted to the Project Officer.
6. Data Files, Disks, and Media Master Copies: The contractor shall deliver to the NHLBI Project Officer, on or before the last day of the task order period of performance, all master copies of all materials produced during the task order period. This includes all originals (print materials and graphics), disks, videos, CD-ROMs, DVDs, negatives, photographs, slides, computer files and any other media or print master copies, together with releases signed by those depicted authorizing public use of their images. The materials shall be clearly marked and an inventory of all materials shall be included.
7. Technical Reports as Directed by the NHLBI Project Officer: The contractor shall prepare additional technical reports based on the statement of work as specified by the NHLBI Project Officer.

DELIVERABLES

Satisfactory performance of the final task order shall be deemed to occur upon delivery and acceptance by the Contracting Officer, or the duly authorized representative, of the following items, or their equivalent, during each year of the task order, in accordance with the stated delivery schedule:

Item	Description	Quantity	Delivery Schedule
1	Strategic Project Plan	1	2 months after task order award
2	Annual Update to Strategic Plan	1	30 days before end of each task order year
3	Final Evaluation Report	2	30 days before task order ends
4	Monthly Report	2	10 days after end of each month
5	Annual Report	2	per Reporting Requirements
6	Formative Research and Marketing Reports	1	per Task 2
7	Concept, Message, and Material Testing Reports	1	per Subtasks 3.1, 3.2, and 3.3
8	Campaign Materials	TBD	per Subtasks 3.3, 4.2, and 4.3
9	Campaign Evaluation Documents and Reports	1	per Task 5
10	Data Files, Disks, Media Masters, etc. all		end of task order

All the above items (1-10) shall be delivered electronically, unless otherwise specified, to the NHLBI Project Officer. In addition, copies of the Monthly Reports, Annual Reports and the Final Report shall be delivered to the Contracting Officer. Addresses are as follows:

Project Officer
NHLBI/OPEC
31 Center Drive MSC 2480
Building 31, Room 4A10
Bethesda, MD 20892-2480

Contracting Officer
NHLBI/DEA/Contracts Operations Branch
BDR Contracts Section
6701 Rockledge Drive MSC 7902 (Room 6132)
Bethesda, MD 20892-7902

Proposal Requirements

Critical Elements of the Technical Approach

The offeror should describe its role and its proposed processes in providing the services described in Tasks 1-5. In addition, the offeror should describe the standard operating procedures that will be used to facilitate interaction between NHLBI and the contractor, while insuring the considerable involvement of the Project Officer in all aspects of the task order. Included should be descriptions of types of personnel, levels of effort, plans to maintain quality control, and approaches to be used to minimize costs. It is essential for the offeror to describe specifically the steps to be taken to ensure that all work produced under any resultant task order is scientifically accurate, written in clear English, and prepared in final form so that it is without typographical or other errors. The use of subcontractor or other outside consultants should be identified and justified, with particular emphasis on demonstrating the ability of the subcontractor to integrate its efforts with those of the offeror and to ensure that the needs of the NHLBI are met, when such capability does not exist in-house. A subcontractor may augment, but may not supply the full expertise for, any of the Tasks 2-5 of the task order.

The offeror should identify the authors of the technical proposal.

Staffing Plan

The offeror should include a staffing plan, including an organizational and reporting structure/chart along with a brief narrative description of proposed key staff members' experience, capabilities, and expertise. Key staff may include, but not be limited to:

- Corporate monitor
- Project manager
- Media specialist
- Community outreach coordinator
- Writer (with experience in writing health information publications for patients and the public)
- Creative Director (for campaign materials, including public service advertising)
- Web developers

Resumes for all proposed staff must be included in an appendix and organized alphabetically.

Related Experience of the Organization and Facilities

Offerors shall present in an organized manner and clearly describe their experience with other projects (currently active or completed within the past 3 years) similar to that described in the RFTOP in an appendix. Sample letters of reference and Contractor Performance Reports should be included. The offeror shall also provide an overview of their facilities and equipment.

Other Proposal Requirements

Business Proposal

The business proposal shall be submitted under separate cover. This should include a detailed proposal for labor hours, labor costs, fringe benefits, G & A, overhead, fee, and other direct costs and indirect costs.

Samples of Previous Work

The offeror is required to submit with the proposal, samples of work done by personnel proposed for the task order. Where possible, the samples should be similar to products described in Tasks 1-5. Proposed personnel must be specifically identified for their function and/or contribution to each work sample. The selection of appropriate samples shall be sufficient to demonstrate the abilities of the proposed personnel and to show their experience.

Note: One copy of each of the sample materials, limited to 10, should be submitted.

Special Requirements

1. Offerors should limit the size of their technical proposals to 40 pages (excluding appendices) of text. Proposals (an original and five copies) are to be formatted in an Arial 11- or 12-point font or Times Roman 12-point font; single spacing may be used for the text, but headings and paragraph breaks must be double-spaced. There should be 1-inch margins all around. Pages must be numbered. A table of contents should identify proposal sections. The proposal must include all sections.
2. Offerors shall propose a Quality Assurance Surveillance Plan (QASP) that has measurable performance standards to enable assessment of contractor work performance. Performance standards shall reflect the contractor's achievement of the overall goals of the PAD campaign and critical components of the tasks in the Statement of Work. The proposed performance standards shall be measurable and evaluated with a 5-point scoring system (0=Unsatisfactory, 1=Poor, 2=Satisfactory, 3=Excellent, 4=Outstanding). The final QASP will be negotiated and incentives will be identified. An example of a potential area for building measurable performance indicators includes, but is not limited to, the following:

Task 1: Project Management and Administration

- Submission of task order deliverables, such as the Monthly Report on required due dates.
 - Performance of approved yearly strategic campaign plan within proposed budget.
 - Responsiveness to Project Officer.
3. To assure rapid response to changing program needs, and to assure adequate day-to-day management of complex activities that must be conducted in close concert with activities of NHLBI staff, other Federal agencies, and other contractors, the project staff of the successful offeror must be available to meet with program staff at the NIH in Bethesda with as little as 2 hours advance notice. The offeror must submit a plan to meet this requirement. Thus, offerors are required to submit evidence of the ability to obtain the necessary facilities, equipment, and personnel. The description shall identify those personnel who would be available. Also, the arrangement, whether firm or contingent upon award, for the rental, purchase, or other acquisition of resources necessary for the day-to-day operation shall be described and supportive evidence furnished for resources not yet functional.
 4. To assure rapid response to changing program needs, and to assure adequate day-to-day management of complex activities that must be conducted in close concert with activities of NHLBI staff, other Federal agencies, and other contractors, it is imperative that the offeror demonstrate, for any proposed subcontracting relationships, its ability to ensure responsiveness to the needs of the Institute and to maintain management accountability. The extent to which any proposed subcontracting relationship is integrated into the offeror's

proposal will be considered relevant evidence on this issue.

5. The NHLBI serves as the lead agency for the national research effort directed toward cardiovascular, pulmonary, and hematological diseases, sleep disorders, and blood resources, and its communications are distributed widely with target audiences including the Congress of the United States, the Department of Health and Human Services, other Executive Branch Departments, the medical care and scientific research communities, and the public. Therefore, it is imperative that all materials and services delivered to the Institute be provided in a timely and accurate manner and that all materials leaving the Institute are error free and received by the proper audiences.

TECHNICAL EVALUATION CRITERIA

Proposals submitted in response to this solicitation will be subjected to an in-house review by an ad hoc committee of the NHLBI and other NIH staff who are familiar with the requirements of the RFTOP. Each offeror's proposal will be evaluated according to the factors listed below and are listed in order of relative importance with weights assigned for evaluation purposes.

Number	Criteria	Points
1	<p>Understanding of the Requirements and Adequacy of the Proposed Approach of Tasks 1-5</p> <p>Understanding of the kind and level of support required; the quality, creativity, and innovativeness of the technical approach; and the quality, efficiency, and effectiveness of the work products described and demonstrated by the proposal.</p> <p>The offeror must clearly describe the proposed processes for performing the work under each task (as opposed to repeating the requirements). The evaluation will focus on the offeror's demonstrated innovation and creativity and ability to achieve Tasks 1-5.</p> <p>Demonstrated understanding, expertise, and experience in the public health goals of NHLBI; communications planning, implementation, and evaluation; media and outreach activities; minority outreach activities; partnership building and nurturing; public relations activities; health communication and health behavior theories; health promotion strategies and activities; and materials development and dissemination.</p> <p>Detailed plan for an effective system of quality control, citing examples of experience with the types of errors that may be encountered in work of the kind to be performed under this task order and the mechanisms that it has in place to guard against future occurrence of such errors.</p> <p>Appropriateness of the QASP, which includes measurable performance standards to enable assessment of contractor work performance.</p>	35 points
2	<p>Qualifications of Personnel</p> <p>Experience, qualifications, and availability of proposed personnel and subcontractor staff, if any. Qualifications and experience will be evaluated as follows:</p> <p>The project manager should be a senior staff member of the organization and demonstrate ability in effective program management and cost and quality control, as well as success in leading similar national-level health communications/awareness</p>	30 points

	<p>campaigns.</p> <p>Supporting materials should include a curriculum vitae and statements of reference concerning management activities similar to those solicited. If the proposal includes subcontracting relationships, evidence must be provided of the ability of the project manager to ensure timely completion of quality work from a subcontractor.</p> <p>Qualifications, availability, and experience of proposed professional staff (including those committed to the task order in writing but not yet working with the organization).</p> <p>Demonstrated expertise and experience of project team composed of qualified staff in all aspects of implementing a national health communications campaign—particularly, high-level skills in strategic planning; media outreach and relations; public relations; partnership outreach and development; minority outreach; community outreach and program activity coordination; Web site structure and content development; mass media and public service advertising development; and writing, editing, and proofreading health education materials for patients and the public.</p> <p>Work samples should be similar to products described in Task Areas 2-5 of the RFTOP. Samples will be evaluated in terms of ability to develop materials that are creative, appropriate, clear, and succinct. Correct use of grammar, quality of editing, and absence of jargon are imperative. The proposal itself will be considered a work sample, and contributors to the proposal should be identified by name and corresponding section of the proposal.</p>	
3	<p>Organization and Administration</p> <p>Clarity and effectiveness of organizational structure and relationships, including relationships with subcontractor(s), if any, expected ease and efficiency of management and control, and organization's commitment to this task order. Effectiveness of the proposed management processes (Task 1) and staff organizational chart. Effectiveness of management structure proposed for any subcontracting relationships. Clearly identified contributions of subcontractor(s) and methods to ensure effective integration of activities.</p>	20 points
4	<p>Related Experience of the Organization</p> <p>Experience of the organization as described and past performance as documented in Contractor Performance Reports. Experience in projects similar to that described in the</p>	15 points

	RFTOP. Suitability of facilities and resources.	
	Total Weight	100 points